



## American Egg Board

## A.M. Eats: Washington D.C.



The D.C. area enjoys an international culinary scene similar to that of New York, but with a more upscale slant. In a city where business is routinely conducted

over breakfast, menu creativity thrives. A few examples of options to fuel political negotiations:

- **Nonna's Eggs and Meat Balls:** two sunny side up eggs, tomato sauce, house-made meat balls and fried potatoes (Alba Osteria)
- **Duck Sausage Brunch Pizza:** with caramelized onions, goat cheese, figs and two sunny side up eggs (Urbana)
- **Peking Duck Chilaquiles:** with fried eggs, pickled onion, guajillo salsa, cotija, crema and corn tortilla (Zengo)

- **Eggs Benedict:** housemade testa, cornbread and tasso spiced hollandaise (Bluejacket)
- **Poached Eggs:** shrimp, tigelle, rapini and red onion topped with calabrian chili hollandaise (Osteria Morini)
- **Oxtail Gravy & Biscuits:** candied lemon, poached eggs and black pepper biscuits (Beuchert's Saloon)

Food brings people together. Perhaps a congressional field trip to dine on these tempting dishes could improve across-the-aisle cooperation.

## Global Wins in the A.M.

The National Restaurant Association's annual survey of American Culinary Federation chefs predicts which trends in food, cuisines, beverages and culinary themes will be hot and which ones will wane during the following year. Nearly 1300 chefs participated in the 2015 "What's Hot" forecast, passing judgment on 231 items. For the 5th straight year ethnic-inspired breakfasts placed near the top, this year landing the 16th spot. Chipotle, chorizo and

pico de gallo are commonplace on today's breakfast menus, while kimchi, harissa and sriracha are becoming more familiar. The trend is on display in the pork belly and eggs with kimchi, black garlic and pineapple at Chicago's Parachute, and the egg sandwich on croissant with Manchego cheese, Brussels sprouts and sriracha at Joseph Leonard in New York. But the one sign global has gone beyond a jalapeño bagel in the morning? That would be Jack in the Box's Mexican/

Thai creation, **Grande Sausage Breakfast Burrito** with creamy sriracha sauce.



## Eggs Get Saucy



The American Egg Board has partnered with The French's Food Company to serve the public's growing passion for spicier

morning meals. The popularity of revved-up breakfasts can be seen in America's continuing interest in ethnic flavors at the first meal of the day (see "Global Wins in the A.M." in this issue) and in the surge in ingredients like sriracha and salsas in breakfast dishes.

French's "Inspirator" site is one of the catalysts of the program, providing a center for creative menu ideas using eggs and French's® Spicy Brown mustard, Cattlemen's® BBQ and Frank's®

RedHot® sauces, complete with a profit calculator for each. Communications focusing on current trends and industry news will be on-going throughout the year to help operators find creative ways of keeping menus fresh and on-trend. Visit [AEB.org/InspiredFlavor](http://AEB.org/InspiredFlavor) to see what French's and AEB have in store for your menu.



THE FRENCH'S FOOD COMPANY



American Egg Board

# Sunnyside Burgers

Some breakfast burgers merely soothe hunger while others claim to cure the results of overindulgence. Neither one guarantees the inclusion of eggs but each is made better by it.

And who's to say an egg does NOT cure what ails you?

According to Kelton Global, the top foods consumers cite as hangover relievers are eggs (51%), breakfast meats (49%) and burgers (45%). Red Robin's 2015 holiday LTO followed that logic, with the aptly named

**Cure Burger** including egg and bacon.

"Cures" are menued year-round. There are **Hangover Burgers** on the menus of places like Hubcap Grill in Houston, MTO Café in Las Vegas, Sunnyside Burger Bar in Denver, The Barley House in Concord, NH, and Bang Bang Burgers in Charlotte. The Zombie Burger + Drink Lab in Des Moines, goes its own way with the **Dawn of the Dead Burger**, but each one includes the requisite burger, egg and bacon, with various sauces and tasty add-ons.



The popularity of egg-topped cure burgers seems to be rising, even for those who only want a delicious way to cure their hunger.



## Feeling Devilish?

Deviled eggs are showing up on more and more menus, often available throughout the day. Mimi's Café recently added the **Trio of Seasoned Deviled Eggs** with Eggs Mimosa, bacon and chive, and zesty Remoulade with pickles and capers;

Hog & Rocks in San Francisco offers **Deviled Eggs** with country ham and fried oysters at brunch; and D.C.'s Rustico serves **Crispy Deviled Eggs** with caperberry remoulade, to mention only a few.

## Chain Activities

### Dunkin' Donuts

- Has made its Angus Steak & Egg Breakfast Sandwich and Angus Steak & Egg Wake-Up Wrap permanent menu items.
- Launched Turkey Sausage Flatbread and Turkey Sausage Wake-Up Wrap LTOs; both include whole eggs and reduced fat cheddar.



**Einstein Bros.** mixed sweet and savory in the Cinnamon Toast Egg Sandwich LTO of bacon, egg and cheddar with cinnamon-butter on a cinnamon raisin bagel.

**Country Kitchen** began LTOs in December of three crepes: Cowboy; Fiesta; and Bacon, Egg, Tomato & Cheddar; each was stuffed with scrambled eggs and theme-specific veggies, meats and toppings.



**Sonic** launched two new items, Sausage (or Bacon) Egg & Cheese French Toaster Breakfast Sandwiches served on sweetened French toast.

## Data Digest

Breakfast sandwiches are second only to eggs on the a.m. menu, with a **62%** penetration.<sup>1</sup>

**80%** of consumers want to be able to choose what ingredients will be in their food.<sup>2</sup>

Sriracha, garlic aioli and quinoa all grew over **100%** on breakfast menus in 2014.<sup>3</sup>

Egg as an ingredient is up **7%** on menus since 2010.<sup>4</sup>

More than **1/3** of Millennials polled said they visit foodservice operations more often now than two years ago.<sup>5</sup>

Protein is hot: the word "protein" now appears on **44%** more menus than in 2010.<sup>6</sup>

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### SOURCES

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6. Datassential FoodBytes, December 2014